

# Fear of the newtangled?

**Now** we all conduct business is changing. From communication at a crawl to lightning-quick transactions. And the driving force behind this revolution is Electronic Commerce, or EC – a fancy term for shrinking distance, time, errors and expenses. Instantaneous ordering. Immediate invoicing and swift payment. These are just some of the benefits of EC. And best of all, getting started doesn't have to put the bite on your budget. We'll show you. Just give us a call.

**But hurry – the future is already within striking distance.**

To discuss Electronic Data Interchange, contact David Williams at 910-741-3534.  
To discuss Electronic Funds Transfer, contact your RJR Credit Representative.

**RJR Reynolds**  
Tobacco Company



Responsible to Marketing  
Company's Profits

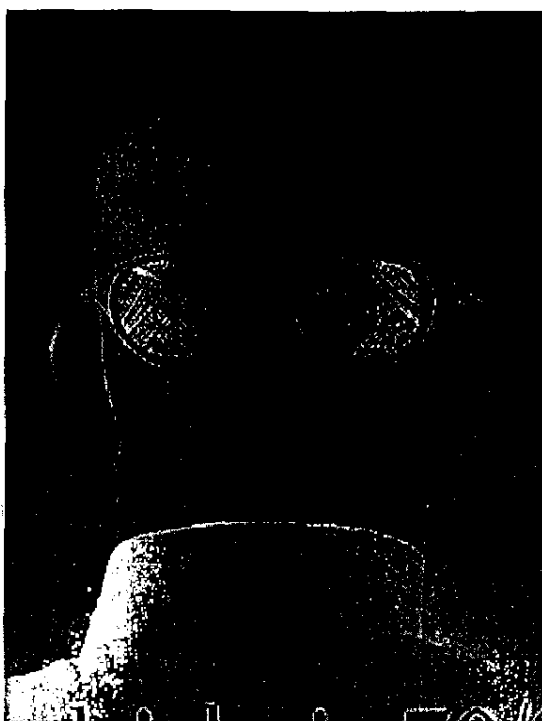


**Introducing Frontline.  
The Power of  
Informed Decisions.**

Effective immediately, we're pleased to bring you a powerful new resource for news, information and answers about your cigarette category. RJR Frontline is the electronic teammate of your RJR representative. Ready to inform you day and night. You'll find Frontline at our Internet Home Page address: [www.rjr.com](http://www.rjr.com)

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# Hindsight is 70/30.



At first glance, an "exclusive" approach to merchandising your cigarettes can be intriguing. It's simple and looks lucrative.

But focusing on a single manufacturer could cost storewide profits due to the potential loss of customer traffic. Remember: Almost 70% of smokers don't buy the best-selling brand.

Stores backed that switched back to an "industry" focus from a single manufacturer focus experienced a 9.6% increase on average in total cigarettes sold.\*

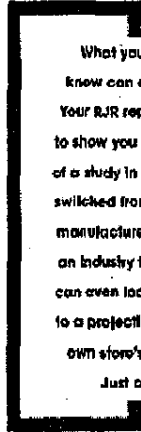
Approximately 60% of retail stores in the tobacco business follow an industry approach. Higher store profits are one trend that nobody wants to turn their head on.

*R.J. Reynolds*  
Tobacco Company



Partnership in Underlying  
What Every Smoker

\* Based on 1998 survey data study (8504 total outlets).



What you don't know can cost you. Your RJR rep is ready to show you the results of a study in stores that switched from a single manufacturer focus to an industry focus. You can even look forward to a projection of your own store's results. Just call.

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